



Chairman Kevin J. Martin
Federal Communications Commission
445 12th St. SW
Washington, D.C. 20554

Chairman Martin:

It is with much gratitude that I report the consistent support of Wild 98.7FM (WLLD) of the Society for the Prevention of Cruelty to Animals (SPCA) Tampa Bay. For nearly two years the SPCA has had an adoptable pet feature on the station's successful morning show. The SPCA's segment usually lasts three to five minutes. With this time, we are able to reach 18-35 year old demographic concerning animal-related issues such as animal cruelty, spaying and neutering, pet behavior etc. WLLD has been a media sponsor for several adoption events and is a regular sponsor for our largest fundraiser, Pet Walk in October.

As a 501C-3, non-profit animal shelter, the SPCA does not have an advertising budget. Without the support of donated radio and television we would not be able to reach adopters and supporters of the more than 15,000 homeless animals the SPCA cares for each year. WLLD and CBS Radio are true supporters of non-profit organizations like ours.

Please do not hesitate to call me if you have any questions.

Sincerely,

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